

BRIDGEPORT EVENING FARMER

(FOUNDED 1790.)

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FOREIGN REPRESENTATIVES

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FRIDAY, AUGUST 27, 1915.

TRYING TO FIND COVER

THE HASTE of Mr. King and Mayor Wilson to claim a part in the adjustment of such labor difficulties as have been adjusted in Bridgeport is a tribute to public opinion. These gentlemen are exhibited in a different state of mind than they held a few days back, when Mayor Wilson lawlessly trespassed upon an orderly meeting, held on private property, and lawlessly dragged therefrom Cederholm, Nelson and Bowen, because they insisted upon their constitutional right of free speech.

The mayor did help the labor movement. He brought to the aid of the movement a powerful public opinion, created by the indignation of thoughtful citizens, who resented his grossly unconstitutional conduct.

Presently the mayor, and the political organization which makes him possible as mayor, will be going about, hat in hand, begging for votes from the citizens whose rights have been outraged and whose constitution has been insulted.

Speech in those days will be very free, and there will be plenty of it. The mayor and his friends will get the hearing they refused to others, and that is all they will get.

There is to be an end of Warrenite contracts, tax boosting, jobbery and labor baiting. The constitution still runs.

THE GLAMOUR OF WAR

WILL THE SOLDIERS come back to peace, bringing the glamour of war, and paint the glories of war to the rising generation? They will not. No soldiers were so willing to come home, and to keep out of war hereafter as these soldiers will be. War has lost even the little it had that made it romantic. The men seldom see the foe. They are kept for days, even for weeks, in the trenches. They are unshaven, caked with dirt, and covered with vermin. They are killed, scores at a time, by machines they never see. The process is as relentless, as continuous, as the operations in a Chicago slaughter house that works three daily shifts of eight hours each.

These men will not want more war, and they will do their best to keep their countries out of war.

The veterans of our Civil War have been, since they were mustered out, a continuing influence for peace. Knowing the horrors of war, they have known that peace with honor is much the best.

THE MILEAGE AMENDMENT

THERE WILL be submitted at the Autumn elections an amendment permitting members to receive actual mileage for their travel from their homes to the General Assembly, in Hartford. The constitution provides a sum which is sufficient to meet the actual charges of those who live near Hartford, but is too small to pay for the travel of members who live at a distance.

In the early days when travel was slow and difficult members came to Hartford and remained there until the session was over. In these days it is necessary for members to go to and from their homes.

Equity requires that their travel should be reimbursed, and the amendment ought to pass.

The actual operation of the law as it now stands, is to keep away a certain number of members from many of the sessions. This frequently enables the passage of the bills by a predominance of the so-called lobby element of the assembly, to whom car fare is not so important an item.

"FIRING" PROFESSORS FOR TEACHING THE TRUTH

THE UNITED STATES Commission on Industrial Relations, in describing the methods by which financial despots try to control public opinion, discusses the practice under which professors are discharged from American colleges, when their views are not in accord with the views of the financial potentates.

Two cases are particularly referred to. They are of professors who testified before the commission, one of whom was warned in advance that he would not be re-appointed if he testified.

All of which shows that some financiers do not know much, outside of their specialties. If anything whatever is calculated to give power and influence to the economic teachings of a professor, it is to discharge him. Whereupon the economics that caused him to be discharged are much sought and widely circulated, as in the case of Prof. Scott Nearing.

The American public is generally able to make the acquaintance of the economics which the financiers do not like, by reading the American newspapers, in which the truth is printed.

Fortunately for the United States, a large portion of its press is still free. And if it should cease to be free, the art of printing would readily produce a new press, in which the truth could be found.

The blood of martyrs is the seed of the church. The discharge of professors is the seed of a national university, in which any citizen, who reads, may obtain a free education in economic truths.

THE ATTACK ON CHAIRMAN WALSH

THE UNITED STATES Commission on Industrial Relations proved dynamite when its report was made. The special privilege gentlemen, who have access to the kept press, must have learned what was coming. This would account for the violent attack directed for some weeks against Frank P. Walsh, chairman of the commission. Walsh has been shamefully abused; evidently for the purpose of discrediting the report.

Governor Whitman, Nemesis of Underworld, 47 To-morrow

Charles Seymour Whitman, governor of New York, will pass his forty-seventh birthday tomorrow, having been born in Norwich, Conn., August 28, 1868. The chief executive of the Empire state, has been much in the limelight ever since he became district attorney of New York county in 1910. While his predecessor, William Travers Jerome, had gained world-wide fame as the prosecutor of Harry Thaw, Mr. Whitman soon aroused a storm by his determined warfare on the denizens of New York's underworld. "New broom," said the gamblers, and laughed for their glee, when the young district attorney began his crusade, but their laughter soon subsided into a sickly grin, and then vanished utterly, for they discovered that the "new broom" was bent upon a clean sweep, and that even the plutocrats of the underworld were not secure. The murder of Rosenthal, and the subsequent prosecution of Becker, the leader of the "strong arm squad" of the New York police, and the gunmen who were his accomplices, made Whitman an international figure, and paved the way to the governorship. Now Whitman's many friends are predicting that Whitman will follow the path previously traversed by Roosevelt, which led from New York to Albany and thence to the White House.

The Governor of New York is the son of a Presbyterian clergyman, and still holds the faith of his father. He studied one year at Adelbert College, in Ohio, and then went to Amherst College, which gave him his A. B. a quarter of a century ago. Armed with his sheepskin he invaded New York and became a teacher in Adelphi College, Brooklyn, thereby earning the money to pay his way through the school of New York University. Two decades ago he became a full-fledged lawyer, but for a time he had to be content with the "leg work" which usually falls to the lot of the aspiring barrister in a great city. He began his public career in 1901 as assistant corporation counsel of New York, and in 1904 he was appointed a city magistrate and in 1907 judge of the Court of General Sessions. As a New York magistrate he gained his first insight into the police "system" of New York, and reformed many abuses.

PAUL DESCHANEL

M. Paul Deschanel, president of the French Chamber of Deputies and one of the most powerful and influential of French statesmen, is now in his sixtieth year. He was born in Brussels, where his father, a lawyer and distinguished as an author and statesman, was then residing, having been exiled from France by the government of Napoleon III, on account of the authorship of a book attacking Catholicism. The elder Deschanel was permitted to return to his native land in 1859, and Paul Deschanel was educated at the College St. Barthelemy and the Lycee Condorcet. He entered public life in 1879 as secretary general of Seine-et-Marne. Thirty years ago he was elected to the Chamber of Deputies, and in 1896 he became vice president of the chamber. He assumed the presidency of the chamber in 1898 and held that position until 1902, so as he had no political influence in the duties of the high office which he has again been called upon to hold during the greatest crisis in the long history of France. Like President Poincaré, M. Deschanel is a distinguished author, and a member of the French Academy. He was chosen one of the "Forty Immortals" in 1902, so as he had no political influence in the duties of the high office which he has again been called upon to hold during the greatest crisis in the long history of France. Like President Poincaré, M. Deschanel is a distinguished author, and a member of the French Academy. He was chosen one of the "Forty Immortals" in 1902, so as he had no political influence in the duties of the high office which he has again been called upon to hold during the greatest crisis in the long history of France.

ADVERTISING SCHOOL

Picking up an exchange today the writer noted the advertisement of a coal dealer. It had a caption in big black type as follows:

"Mr. Whitman Says,"
The advertisement went on to state that "Now is the time to buy coal cheap." This was in small type.

This is an illustration of the common error in emphasis. The public would not care to know what any mythical "Mr. Whitman" says. If it can get its fuel cheaper at a given time, it wants to know it, and to be reminded of it. The words "Buy coal cheap," and "Now are the only ones in that advertisement that could influence the public mind. Those should have been set in the heavy type.

The advertisement writer should always keep in mind and appeal to the motives that most influence the buying public. These motives are such as the following:

To reduce the cost of living.

To buy for low prices.

To get substantial goods that will wear.

To get the latest styles.

To get goods that are artistically attractive.

And in food products, to get appetizing, sanitary and attractive goods at low prices.

An advertisement that does not appeal to the above motives or some equally forcible is destined to be a failure, and help keep the advertiser before the public. But it does not give the advertiser the full benefit of the money which he has paid for his space.

To sum up the suggestions of these lessons, the following may be offered as a series of mottoes for the advertising writer:

1—Use the Reason Why motive.

2—Don't crowd too much small type in your space.

3—Give the public information about your goods.

4—Use plain language as you would talk to a customer over the counter.

5—Give definite facts about the goods and state prices.

6—Tell the advertising news by telling about what has happened in your store.

7—Emphasize the words and sentences that will appeal most keenly to the public.

8—Address yourself directly to the motives that lead people to buy.

The D. M. Read Co.

Established 1857

The Couch Hammocks to be Closed out.

Those that were \$8.50 \$10.00 and \$14.00

Now \$7.50 \$8.00 \$12.00

Wood Standards, were \$3.00, for \$2.50

Incidentally it may be said that a Couch Hammock may be used until late fall in a sunny corner of the porch, and if there is a den of sufficient size many people, especially men, like a couch hammock the year round. With plenty of pillows and an Indian blanket one may nap through Sunday afternoons in peace and comfort.

Third floor.

Preserving Time Draws Near.



sweetmeats. Jams, jellies and marmalades for next winter's enjoyment. Truly, a well-stored sweetmeat closet is a joy to every member of the family. Now is the appointed time to begin. One treasured fruit follows another in convenient succession, and if the kitchen has its proper equipment for the work, the task is pleasant one.

Mason Jars, pints or quarts, are 50 cts a doz.
two quart sizes, 85 cts
zinc tops, 24 cts a doz.
porcelain lined, 35 cts
Sure Seal Jars, wide mouth in lightning style, 75 cts a doz.
half-pint sizes, 70 cts
Sure Seal Tops, 12 cts a doz.
Jelly Glasses, two styles, three sizes, 24 cts a doz.
Rubbers for all style jars, 10 cts a doz.
Paro Wax for sealing, per cake, 10 cts
Wax Paper, per pkg., 5 cts

Preserving Kettles in approved styles, Food Choppers, Scales, Strainers, Funnels, Paring Knives and Spoons.

Basement.

There are Linen Bargains.

Colored Dress Linens, yard wide, 50 cts

Much under price and should one not desire them for dresses the linen will make into cushion covers and other household furnishings. Good and heavy quality.

Remnants of Linen, Table Damasks, white and colored Linens of various style. At remnant prices.

Stationery.

Correspondence Cards in fancy light colors, gilt or plain edges, were 40 and 50 cts, for 25 cts

Initialed Correspondence Cards, long and narrow, 25 cts

Read's Linen, five sizes, 25 cts

Letter Paper, in boxes slightly soiled, was 50 and 60 cts, 29 cts

The D. M. Read Company.

HOLYOKE TROLLEY EMPLOYEES ORDER ANOTHER STRIKE

Holyoke, Mass., Aug. 27.—The traction

system of the Holyoke Street Railway Co. in this city and the neighboring town of Amherst, was tied up for the second time this month by a strike of the 250 car men today.

The men quit work because the company refused to consent to a working agreement of only one year's duration, company officials demanding that the agreement cover a period of three years. Arbitration of the dispute was refused by the employees.

A strike that lasted eight days was called on August 7, the men finally returning to work after an agreement was arbitrated their demands for increased wages had been reached.

Extra trains were operated by the steam railway lines today to care for the suburban traffic.

First British Invasion

The first invasion of England began on this date in the year 55 B. C., 1,790 years ago today, when Caesar landed on British soil, supposedly at Romney Marsh. Several dates have been given for this historic event, but it is now generally held that the Romans effected a landing on August 27.

Caesar embarked on his expedition at the port now called Boulogne. His army of 8,000 men, including many horsemen, were transported on 80 vessels, and he also had several swift war-galleys or triremes.

Nearing his goal, he found himself confronted by a bold coast, covered by enemies armed with javelins. Caesar then proceeded westward towards Hythe, and effected a landing in the vicinity of Romney Marsh. Caesar met with considerable difficulty for the southern Britons were a people well advanced in civilization and in the arts of warfare.

On his second invasion a year later Caesar defeated the British chieftain Cassivelaunus, but it was not until a century later that the Romans, under Aulus Plautus and Vespasian, reduced South Britain to subjection. Agricola completed the conquest, and in seven campaigns overran Britain.

Lee B. Rosenthal, a shirt manufacturer of New York, was held without bail to appear before the coroner's court on a charge of homicide. Rosenthal was driving his automobile in Broadway when he knocked down and ran over Robert A. Elson, a traveling salesman.

INTERNAL REVENUES COLLECTORS HAVE HIT \$415,000,000

Washington, Aug. 27.—The greatest

total of internal revenue receipts in the history of the government, with income tax from individuals, nevertheless, \$42,000,000 under the amount estimated by the framers of the income tax law when it was enacted.

The aggregate receipts during the fiscal year ended June 30, including the corporation and individual income taxes, reached \$415,000,000, against \$380,000,000, the previous year.

Corporations paid in \$39,144,529, and individuals, \$41,046,168, a total of \$80,190,697. This is an increase of \$8,899,420 over the previous year, which, however, embraced only ten months. The returns approximate the estimates made last year by the internal revenue bureau, which figured the 1915 revenue at \$40,000,000.

In Congress, when the law was enacted, the framers of the bill announced that the fiscal year 1915, the corporation tax revenue would be \$38,000,000 and income tax \$38,000,000, the latter being double the actual collection from that source.

At the capital today it was explained that the world-wide depression on account of the war in 1914 partly explained the falling off from the original estimate and that while the framers of the law figured that there were at least 100 persons in the United States with incomes of \$1,000 or more, here were only 41 actually having such incomes.

JAPAN ENTHUSES OVER WAR MUNITIONS BOOM

Tokio, Aug. 27.—The decision of

the government to utilize all available means for increasing the production of war munitions for the Allies, particularly Russia, has aroused the greatest enthusiasm. Army officers are arranging the details with munitions preparatory to enlarging arsenals and factories. It is understood that France and England have guaranteed payment for these supplies.

The British steamship Lancastrian that arrived here from London reported passing a floating mine on Aug. 12, when about 35 miles south of Wolf Rock, between Lizard Head and Scilly Islands.

The D. M. Read Co.

Established 1857

Vogue Hats For Autumn

Now showing many beautiful and authentic styles for street and dress wear. Moderately Priced.

The D. M. Read Company

RADFORD B. SMITH

FAIRFIELD AVE. VARIETY STORE BROAD ST.
CO-OPERATIVE—CAR FARE FOR CUSTOMERS
PROFIT SHARING WITH EMPLOYEES

Great Sale Tomorrow, Saturday

Special Between 9 and 10 A. M. Only

At 3½c—More of the splendid yard wide cheese cloth.
At 3½c—Big new lot best light prints.
At 4½c—White or cream domst flannel.
At 5½c—Best dark prints.
At 5½c—New striped outing flannels for fall.
At 6½c—Best Amoskeag gingham.
At 7½c—Lot good cotton batting—7½c each.
At 7½c—Special lot fine bleached muslin.

Special Between 9 A. M. and 12 M. Only

At 2c—Sets of four gift collar buttons.
At 2c. 3 for 5c—Small glass goblets.
At 7c—Coffee percolators.
At 15c—Bit and brace complete—any size bit given with the brace.

Special Between 1 and 6 P. M.

WE WILL, IN ADDITION TO CAR FARE, GIVE A PRESENT TO EVERY CUSTOMER PURCHASING ONE DOLLAR'S WORTH OR MORE.

Special Between 6 and 9 P. M.

At 7½c—Fruit-of-the-Loom muslin.
At 11c—Genuine Lonsdale cambric.
At 18c—Regular 25c fruit presses.
At 5c—Very thick rubber jar rings—regular 10c kind.
At 25c—Vacuum washers—former price \$1.50.
At 8c—Erector building toys—whole set 8c.
At 14c—Large Turkish towels.
At 40c—New gray blankets—49c for a pair Saturday evening.

MATINEE AND SUNDAY EXCURSIONS

Steamer PARK CITY to Port Jefferson, N. Y., every week day and Sunday. Leaves Bridgeport 1:30 p. m. Returning leaves Port Jefferson 4:30 p. m. Three hours' sail and one hour and thirty minutes on Long Island. Fare, round trip, 50c. Children under 12 years of age, 25c.

Mme. Sarah Bernhard arrived at Paris in an automobile from Amherst, after having covered the distance of 400 miles without a stop. She will act in the movies.

All the military hospitals in Constantinople are overcrowded as a result of the large number of Turkish wounded being sent there from Gallipoli.

The Governors' Conference at Boston reviewed the Atlantic fleet.

STATE OF CONNECTICUT, DISTRICT OF BRIDGEPORT, ss., PROBATE COURT.

Estate of Mary S. Zwierlein late of the town of Bridgeport in said district deceased.

The Court of Probate for the District of Bridgeport, hath limited and allowed six months from the date hereof for Creditors of said Estate to exhibit their claims for settlement. Those who neglect to present their accounts, properly attested, within said time, will be barred.

covery. All persons indebted to said Estate are requested to make immediate payment to.

ISIDOR ZWIERLEIN, Administrator.
L 25 s'p 79 Federal Street.

TAX PAYERS

Every person, firm or corporation, Resident or Non-Resident, liable to taxation on real, or personal property, in the Town and City of Bridgeport, on September 1st, 1915.

MUST FILE with the Board of Assessors, a sworn statement of all taxable property owned by such person, firm or corporation, in the City of Bridgeport, on specially printed list furnished by the Assessors. Such lists must be filed during the

MONTH OF SEPTEMBER, 1915

FAILURE to do so will compel the Assessors to make out such list from the best information obtainable, to which a penalty of ten per cent will be added as by the law required. Each parcel of real Estate must be described by metes and bounds; by street number or lot number; all buildings thereon must be entered separately from the land.

FAILURE TO FILE A LIST deprives the owner of the right to appeal to the BOARD OF RELIEF.

Hours 9 A. M. to 4 P. M. daily. Saturdays 9 A. M. to 12 M.

BOARD OF ASSESSORS. Bridgeport, Conn., August 26, 1915.

THE ALLING RUBBER CO.

1126 MAIN STREET